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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/077,765	02/20/2002	Kazuhiro Ishida	017446-0323	3462
22428	7590	05/25/2006	EXAMINER	
FOLEY AND LARDNER LLP				ALVAREZ, RAQUEL
SUITE 500				
3000 K STREET NW				
WASHINGTON, DC 20007				
				ART UNIT
				PAPER NUMBER
				3622

DATE MAILED: 05/25/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	10/077,765	ISHIDA, KAZUHIRO
	Examiner Raquel Alvarez	Art Unit 3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 17 March 2006.
- 2a) This action is **FINAL**. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1,2,5,6,9 and 10 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1,2,5,6,9 and 10 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.

- 4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
- 5) Notice of Informal Patent Application (PTO-152)
- 6) Other: _____.

DETAILED ACTION

1. This office action is in response to communication filed on 3/17/2006.
2. Claims 1-2, 5-6 and 9-10 are presented for examination.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

3. Claims 1-2, 5-6 and 9-10 are rejected under 35 U.S.C. 102(b) as being anticipated by Nakamura (5,987,424 hereinafter Nakamura).

With respect to claims 1, 5, 9 Nakamura teaches an advertisement system (Abstract). A portable telephone communication terminal capable of communicating with other portable communication terminals utilizing a display on said portable communication terminal, and capable of automatically displaying an advertisement on said display when said display is operating in a stand by mode (see step 206); a terminal management device for managing said portable telephone communication terminal (exchange 4); an advertisement broadcast device for storing advertisement data provided by an advertisement broadcaster (see figure 2); notification means for, when a registration request including first information representing that said portable telephone communication terminal is an automatic advertisement display terminal and a second information representing an advertisement broadcaster designated by said portable telephone communication terminal is issued by said portable telephone

communication terminal, notifying said advertisement broadcaster device of the registration request including the first information in accordance with the second information (i.e. the subscriber registers to receive the advertisement from an issuer)(steps 1301 and 1302); registration means for registering the first information and the second information when said advertisement broadcast device send registration acceptance in response to the registration request notification from said notification means (see 1301 and 1302); display control means for, when advertisement data is received from said advertisement broadcast device which is a registration acceptance notification source, transmitting the received advertisement data to said portable telephone communication terminal on the basis of the registered first information and the registered second information, and wherein the portable telephone communication terminal is configured to automatically receive the advertisement data from the terminal management device and is configured to automatically display the advertisement data display of said portable telephone communication terminal (see Figure 14).

With respect to claims 2, 6, 10, Nakamura further teaches that when a registration cancel request for said portable telephone communication terminal is issued, said registration means cancels registration of the first information and the second information, and said notification means notifies said advertisement broadcast device of cancellation of registration of said portable telephone communication terminal (1303 and 1304).

Response to Arguments

4. Applicant argues that Nakamura doesn't teach automatically receiving

advertisements data from a terminal management device which is configured to automatically display the advertisement data on a display of the portable telephone communication terminal when the display is operating in a standby mode. The Examiner respectfully disagrees with Applicant because it seems that Applicant is concentrating in one embodiment of Nakamura without taking into account other fair embodiments. The Examiner wants to point out that Nakamura teaches on col. 7, lines 23-30, "Exchange 4 having received this particular number connects subscriber telephone set 1 and advertisement apparatus 5 to each other to establish a communication state (step 101). Then, advertisement information for 30 seconds and time information for 30 seconds are automatically sent out from advertisement apparatus 5 to subscriber telephone set 1. Exchange 4 supervises whether or not 60 seconds pass after the connection is established (step 102). Similar steps are described throughout Nakamura, see steps 202, 205, 303, 502, 505, 601, 701, 802 and 1701. In the steps described above in Nakamura, the system automatically displays the advertisements on a display while the user is in standby mode (i.e. after 30 seconds had passed).

Conclusion

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within

TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Point of contact

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Raquel Alvarez whose telephone number is (571)272-6715. The examiner can normally be reached on 9:00-5:00.

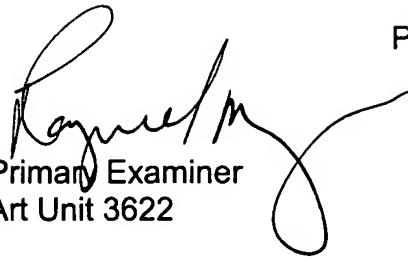
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric w. Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Raquel Alvarez

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Primary Examiner
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R.A.
5/15/2006